

THE ORCHARDISTS ON LYNCHBURG

(Continued From First Page.)

is taught, by taking a hand, the best and most approved methods of packing the principal fruits. In connection with the annual meeting, the fruit show is held, where a very broad and attractive premium list is hung up. This brings the fruit grower to the actual results of his labor, and gives him a good opportunity to study the varieties as they are peculiarly adapted to different localities. In the fruit show all apples winning first premium in their respective classes, become the property of the society, to be used for advertising purposes.

Advertising Pays.
The advertising of the society is designed to accomplish a dual purpose: to bring people into the State to take up the remunerative vocation of fruit growing, and to establish better and more permanent markets for the products of the orchards.

These two things are accomplished through exhibits at land shows, etc., where the visitors are given a sample of the Virginia product, and by other means of advertising. The visitor naturally likes the Virginia fruit, and is impressed with its excellence, with the result that he asks for Virginia products when he goes to market. For the man who is attracted by this display and wishes to inspect, with the view of investing in Virginia land, he is given attractive literature, setting forth in detail the peculiar advantages Virginia possesses over other States in the way of nearness to market, the unequalled, all the year around, natural advantages as to soil and seasons for growing fruit of unequalled quantity, quality and color, surroundings that go to make fruit-growing in Virginia both profitable and pleasant. These are the things that make the present populace satisfied, the Virginian that has migrated elsewhere yearns to be back and bring the man outside of Virginia here whenever the first opportunity presents itself after he has once inspected what the State has to offer.

These are a few things the work of the society is designed to accomplish, and to a very flattering degree is accomplishing.

Nothing pays like judicious advertising when the thing advertised can be produced in due time.

But to go back. One of the first practical benefits to the fruit growers of the State resulting from the efforts of the society was a very considerable reduction in transportation rates, both by express and freight. The express rates were reduced in some cases as much as 35 per cent, and the freight on apples reduced so that a saving of from \$15 to \$22 per carload on the basis of Central Virginia to New York, was effected. At the same time the crop pest laws were drafted by a committee of the society and then introduced into the Legislature. The influence of the organization, the annual reports became more voluminous and instructive, and through the same influence better methods of orchard management, spraying and general education in horticultural subjects were introduced. The society commenced at the Pan-American Exposition in 1901 to advertise Virginia apples and fruit generally by means of exhibits. These were continued at St. Louis and again at Jamestown; at each of these places attracting increasing attention.

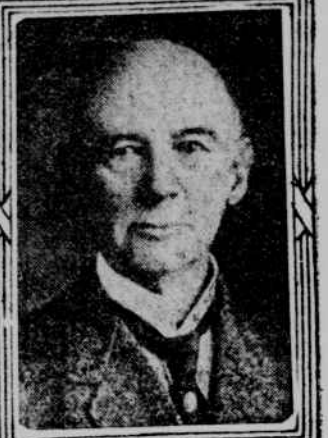
During all these years the society had an uphill fight to make with but meagre funds and comparatively small membership, and as a matter of fact in the first ten years of its life under these conditions, achieved a most creditable record. In 1908 a committee from the society asked for an increased appropriation, and the amount hitherto given was doubled, and to this was added a further special sum for the State to the Board of Agriculture. With this increased income and with an increasing membership, the scope of work was immediately enlarged.

During the past three years the society has conducted spraying demonstrations at various points in the districts where commercial apple orchards are practiced, and during two of these years also conducted packing demonstrations. These latter were dropped in favor of packing schools at some of the large centers during the past summer, each school being equipped with an efficient corps of instructors and modern appliances, and running a week at each place. The results proved to be much more satisfactory than from the one day demonstrations, and the directors feel so much encouraged that this plan will probably be continued. As the Federal Congress has now passed a law, which comes into effect next July, establishing a uniform standard sized barrel, and uniform grading and packing for the whole country, it is especially fitting that orchardists should be instructed so as to conform to this law.

The membership of the society has grown until now it has nearly 1,000 members, and its influence naturally increases with its membership. The progressiveness of the policy of the society in recent years has been the matter contained in its annual reports and by the instruction of the educational features have attracted the attention of other States. Its reports are considered to be the best issued by any similar organization and the demand for them from horticulturists in other States bears witness to their value. Its action in instituting the educational features of giving spraying demonstrations and running packing schools are the first of such work undertaken by any horticultural society in the country. It must be most pleasing to Virginians to reflect that their Horticultural Society is now recognized as the most progressive in the country.

FOR
**OUT-DOOR
ADVERTISING**
CONSULT
The Burton System
Richmond, Va.
COMMERCIAL SIGN PAINTERS.

HORTICULTURAL SOCIETY MEETING IN LYNCHBURG

E. H. MALFIELD,
Manager Arrangements Committee.R. STOCKTON TERRY,
General Chairman Local Committee.

VIRGINIA HOLLY A GREAT INDUSTRY

(Continued From First Page.)

holly species in earlier geological periods, as evidences of other forms have been found in the Miocene layer of rock. In South America occurs an economically important variety. It is from the leaves of this shrub that is made Paraguay tea, or mate, the beverage which largely replaces tea in Latin American countries.

In the United States the principal uses of holly have heretofore been the manufacture of inlay material of the wood, and, of course, its decorative use at Christmas. Many thousands of feet of parquet flooring have been made of the wood, and also much of the "mahogany" woodwork on cheap—and some high-priced—furniture is nothing else but our old friend holly in a brown dress. Old World uses of holly include the production of dye material from the leaves and bird-lime from the bark, but as yet neither of these industries has been exploited in the South.

Virginia's Position in Holly Traffic.
I talked with a man from Maryland the other day, a man who has been handling holly for a quarter century. He has cut holly in pretty nearly every county of Virginia's Tidewater belt, and also most of the low-lying counties of Maryland. This season he has handled at least fifty cars, and it was taken from the forests bordering the Mattaponi River. Three hundred cars of holly, which rolled into the railroad terminals of New York City before the myriad brass, silver and gold-toned bells of that town pealed forth their polychrome greeting to Christmas Day. All this, as well as a good deal more which went in by ship from the seacoast portions of the South, was assembled in a few days of last week by the prodigious Christmas mow of the 6,000,000 or more souls who live there and in the immediate environs.

To be sure not all of this went from Virginia. But because of its nearness to the markets, and the fact that Virginia is nearly the northward limit of the range of really good commercial holly, this State supplies now, and always has supplied, close to twice as much holly as any other Southern State.

To see what this means just consider the way they pack the stuff, and then, after that, think a while on how long the forests of the South can stand up under this drain upon its holly. It is a true fact that the holly pickers rarely cut the trees down. They claim that they merely prune them. It is a matter of record, however, that they seldom work the same ground twice, and by this time I have never seen them cut the same tree more than once. There is a wide difference between the pruning of holly trees by holly pickers and the pruning of fruit trees by a careful horticulturist.

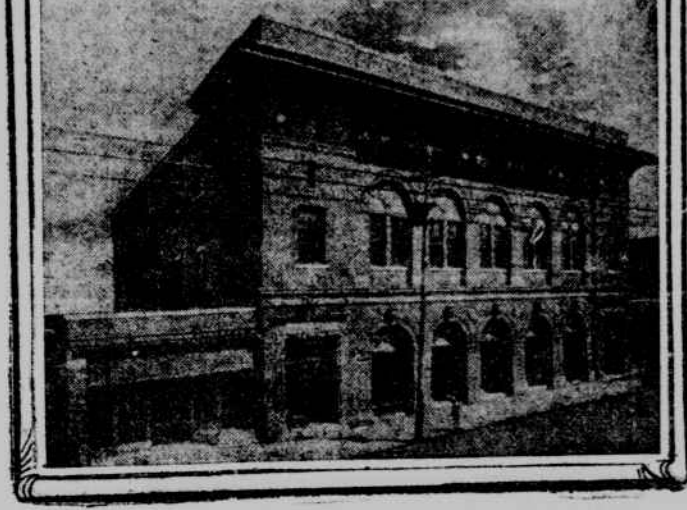
New York's Four Million.

Three hundred cars means fifteen trains of twenty cars each, reducing it one way. The other it means 45,000 boxes, of the size known to the trade as "24's," two feet one way and four the other, estimating that each car contains 120 boxes. There will also be many more shipments variously estimated at 25,000 to 20,000 boxes. On the whole, New York City received this year between four million and four million five hundred thousand pounds of holly. One pound of holly could from this vast quantity be given to every man, woman and child in Virginia and North Carolina, and still have sufficient to decorate the entire population of Arizona in the same way. It means the product of approximately 15,000 holly trees. I saw them cutting one big tree which yielded two boxes by itself. But the way they cut holly today the average is not over one box for every three or four trees, and remember this is for New York City alone.

Besides this there is the huge commerce of city population west, north, northwest and south of New York. Even Quebec, sparkling daintily and steeped in past glory upon its rock high above the St. Lawrence, allows the thirst for Christmas furnishings by emitting wreaths and branches of Southern holly. Some of the holly going to these outlying markets passes through New York dealers, but the quantity not consigned direct is not

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large, owing to the fact that quick transportation is required.

From Producer to Consumer.

Down in the commission centres from New York's big new flower market, on west through Liberty Street, Pittsburgh, Haymarket and River Streets, in Cleveland, and further on to La Salle and South Water Streets, in Chicago, the holly market flares and dies and waxes hectic as the last buying day before Christmas draws to a close.

A rather shaky vehicle, with an abject horse hitched between the shafts, draws up to the door of a commission house whose interior is stacked with tier after tier of holly boxes—boxes which were made perhaps in the gum woods of North Carolina, sent from there to any one of nine Southern States, filled by speeding workers and then shipped away with the silent but no less devout hope that the railroads, somehow, in some way, will "keep her going."

The bartering is swift, sharp and decisive; there is no time for puffing. Holly changes hands at from \$1.50 to \$2 per box, and then the peddler goes out into the highways and byways of the town, as is the manner of his kind. His raucous shouts of "hollee, hollee, hollee—e-e-e-e-e!" serve only to add a new note to the already turbulent din of a city in its Christmas rush. His gross return from the holly

where they have been loaded. The first cars shipped are usually billed to the furthest destination. In the meantime wet weather places a temporary quietus upon the operations, as wet holly tightly packed in the boxes is apt to heat up and turn yellow, when it becomes worthless. In order to get help on clear days, wages of holly pickers, cutters and breakers have been pushed very high for the quality of help obtained. Boys ten years of age are paid \$1.25 per day. So are old men sixty years of age. The requirements are not mental brilliance or physical pulchritude, but the ability to get up and down trees among the cutters and to break holly fast among the breakers.

The cutters, armed with hatchets, climb the trees and cut off all branches bearing red berries. Below the breakers pull off these sprigs which show a well-balanced foliage and plenty of berries. Herein lies the crime of holly picking as it is done to-day. The trees are utterly denuded save for a small brush in the top. To what end? Merely that a few handfuls of the creme de la creme of the bush may be gathered. Many believe the methods of the commercial holly gatherers are inexcusably wasteful.

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Methods of Cutting.

But your holly buyer has some few things to contend with which make his avocation anything but a sinecure. The secret of the business is that it is seasonal. From beginning to end, from the Southern forest, where the scarlet-sprinkled green of holly trees rears a tessellated horizon between the bare trunks of gum, oak, hickory and ash, clear on to the man paying his penny or his thousands of dollars as he may be wanting holly to decorate a cheap hat or the gilded salons of some Fifth Avenue caravansary, the business is strictly seasonal.

About December 10 Virginia holly buyers begin stirring about. About December 15 the first cars begin to roll away from the little rural siding

profit for recent purchasers, who bought on speculation. Several other small sales of like character were made in other parts of the West End, and here and there all over the city and out in the suburbs a few transactions on the smaller order were made during the week, but as already indicated, the most of the business was that of clearing decks and making ready for the vast volume of work that the new year promises.

Various Changes for New Year.

There are rumors in the air of many improvements that are soon to be made along Main Street, east of Fifth, as results of some large sales that were made in that region to investors just before the holidays. It may be that some of the old landmarks are to be torn down and better business houses erected in their place. It may be that the improvements will consist largely in the remodeling and enlarging of the old

landmarks. In any event it is good news to those who live and move and do business in that part of the city, for there is no part of Richmond that needs improvements more.

The New Year has brought some changes among the agencies in the real estate realm, and there have been several changes of base. Frank S. Richeson, who has long been with the firm, has been admitted as a partner in the concern of Richeson & Crutchfield. There is no change in the style of the firm.

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